

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Digital Bank

Business Objective: Open a business account

Funnel: Google Search Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. SME and Startup leaders who want a new business account.

2. Where are they now?

- a. Actively searching online to see options for a new business account.
- b. Current levels
 - i. Pain/Desire - 7/10. Want a new business account to meet their goals and are actively searching for how to get one.
 - ii. Belief in the idea of a business account from a digital bank - 8/10. Digital banking services have been well accepted for over a decade.
 - iii. Trust in Revolut - not so much. 4/10
- c. Current state
 - i. Need a business account ASAP to handle payments, transfers, managing finances, and other business finance needs.

- ii. Need Fast, efficient banking
 - iii. Need POS terminal and payments features for business
 - iv. Need an account to manage multiple currencies and international transfers.
- d. Dream state
 - i. Its ease of use ultimately; i like the dashboard; also the paid features. It is easy to understand
 - ii. It helps me keep track of deposits, payments and other transactions. Anytime you need help with customer service they have a chat feature and are quick to answer and solve your issue extremely fast.
 - iii. Revolut, helped us, making Vitilia better, by managing our money transfers better and classify them, if you don't want to have an accounting officer, that's the way to go
 - iv. Ability to create and manage physical and virtual cards
 - v. Instant transfers to and from other Revolut for Business accounts, as well as to personal Revolut accounts

3. What do I want them to do?

- a. Click the 'Open a business bank account' tab and sign up

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Click the tab
 - i. Starting at no monthly fees
 - ii. Demonstration of bank services security and success with awards won
 - iii. Color contrast between the banner and text
 - iv. Here is an opportunity to get something helpful and relevant to me at a no cost

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Rough outline work

- i. Revolut helps small businesses stay on top of finances.
 - 1. Highlight the painful current state + offer to help
- ii. Starting at no monthly fees.
 - 1. Offer dream state, business bank account tailored to small businesses, with bank account opening fees.

- iii. What you need to know about Revolut Business Bank Accounts
 - 1. Outline all Revolut offers in a clean, structured way. With clear comparisons for all the offers.
 - 2. Outline all account opening requirements clearly beforehand.
 - 3. Show reviews and testimonials.
- iv. “Apply for a Revolut account”